

fast track

to the top

He Makes 'Em Smile

Jeff Applebaum, comedian and sales consultant

Birthplace: Brooklyn, NY

Hometown: Silicon Valley, CA

Education: Two degrees in electrical engineering from MIT

Website: www.jeffapplebaum.com.

His current gigs: Helps computer chip companies verify their designs, mentors a team of independent business owners and direct-sales professionals in partnership with Internet Associates, speaks to several thousand people a year at such companies as Hewlett-Packard and Kaiser Permanente as a sales and team-building consultant, and performs stand-up comedy three to four nights a week.

On the sales field: "Salespeople are very positive, goal-driven people. I still look up to quite a few of the sales professionals I worked with early in my career."

They really know how to connect with and relate to people, and they work to understand peoples' problems and solve them."

On being funny: "When I was growing up, I used humor to keep other kids from beating me up. If you make a few of them laugh, you'll have time to run."

Advice for creating instant rapport: "Look for signs, body language, tone of voice, intensity level. If I'm talking to somebody who is tense and uptight, for example, I will step back."

Recent accomplishments: Appeared on CBS's *Late Late Show with Craig Ferguson* and in the movie *The Pursuit of Happiness*, starring Will Smith.

What he enjoys most: "Teaching, instructing, making people laugh in class – I find those exhilarating challenges. I want to apply that on a bigger scale and do a lot more acting in movies and comedies."

Huge fan of: Jackie Chan
– LISA GSCHWANDTNER



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